

Mark Aronson

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OBJECTIVE

To put decades of successful copywriting, creative direction and insight generation to work for you.

WHAT I DO

I believe in the power of an idea and in the story that makes it come alive. So I develop ideas inspired by well-conceived brand strategies, which I can also help to develop; no strategy, no idea. And I believe that a strong idea can be manifested in any medium on any platform through any channel.

EXPERIENCE

Marklyn Enterprises•Principal (Current)

Creative Dimensions•CD/Writer/etc.

BBDO Chicago•VP/Creative Director

Bozell (Lee King & Partners)•Sr. Copywriter

Y&R Chicago•Copywriter (and other places even longer ago)

A FEW CLIENTS

Abbott Labs•Alaron•ACCO Brands (Swingline)•Advent Systems•Affiliated Banc Group•Alberto-Culver•ANDC•Antares Capital•Bally Corporation•Bang & Olufsen•Blue Cross/Blue Shield•Borg-Warner•Centel Telecom•Chamber Music Cincinnati•Cincinnati Wine Festival•DeKuyper•Dial Corporation•Encyclopædia Britannica•Ethicon Endosurgery (J&J)•Eureka•Fiskars•GATX•Golub Capital•Great America•IBM Banking Products•Illinois Lottery•Infocrossing•Interliant•Jensen Sound•Jim Beam•Kemper Financial•KitchenAid•Micro Cad/Cam•Nabisco•NBC-TV (Chicago)•NEC•Nestlé•Northern Illinois Gas•Northwestern Memorial•Hospital•Oriana Singers•Prentice Women's Hospital•Procter & Gamble•Quaker Oats•Sara Lee•South-Western College•Publishing•Spring Grove Cemetery•Square D•Thermos•Tire Kingdom (national chain)•Tom Gill Chevrolet•Tribune Entertainment•United Way•WBEZ-FM (Chicago)•Western Michigan University•WGUC-FM•Windsor Canadian•Wrigley•WTTW-TV (Chicago)

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